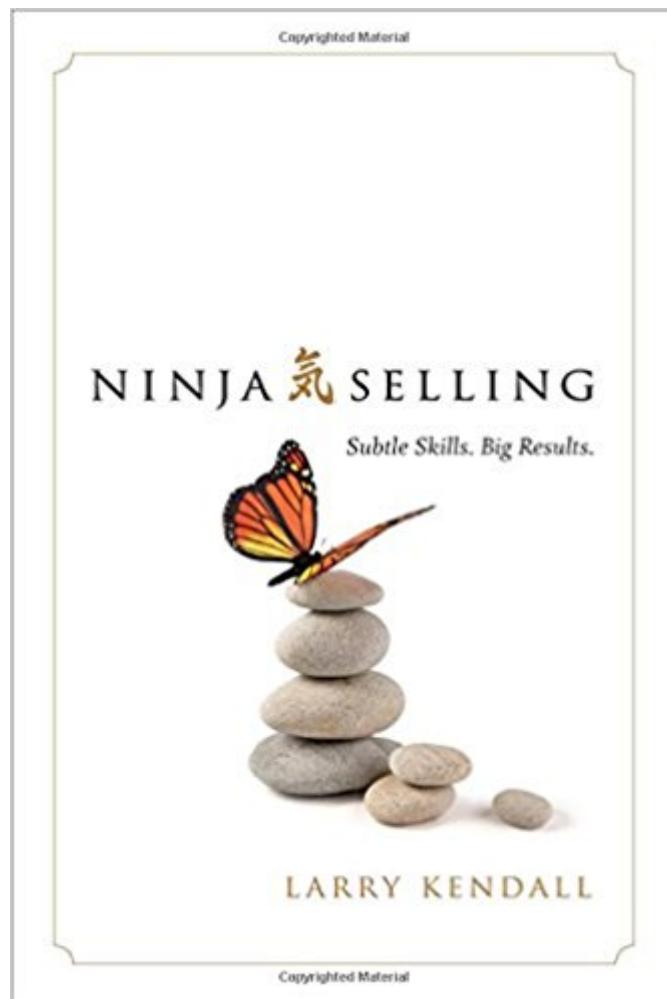


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# Ninja Selling: Subtle Skills. Big Results.



## **Synopsis**

Best Seller in Sales & Selling and Consumer Behavior Stop Selling! Start Solving! In Ninja Selling, author Larry Kendall transforms the way readers think about selling. He points out the problems with traditional selling methods and instead offers a science-based selling system that gives predictable results regardless of personality type. Ninja Selling teaches readers how to shift their approach from chasing clients to attracting clients. Readers will learn how to stop selling and start solving by asking the right questions and listening to their clients. Ninja Selling is an invaluable step-by-step guide that shows readers how to be more effective in their sales careers and increase their income-per-hour, so that they can lead full lives. Ninja Selling is both a sales platform and a path to personal mastery and life purpose. Followers of the Ninja Selling system say it not only improved their business and their client relationships; it also improved the quality of their lives.

## **Book Information**

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## **Customer Reviews**

Larry Kendall holds a master's degree in Business Administration from Kansas State University and is one of the founding partners of The Group, Inc., a real estate company with two hundred sales associates and six offices in Northern Colorado. He is the creator of Ninja Selling, a sales training system with over fifty thousand graduates in the US, Canada, and Spain. Larry's mission is to help people bring out the best in themselves and their organizations. He lives in Fort Collins, Colorado with his wife, Patricia.

If you had to buy one book on how to create value for your customers and have a better life and

make more money, this is the book. 30 years in the making, Larry Kendall is the NINJA MASTER. He and his partners started The Group, Inc., in Fort Collins, Colorado and became one of the most successful real estate companies in America. The system that Larry teaches is priceless and appeals to all customers. Larry's book is not only for real estate agents but it is for all businesses that work with customers. I use the principles taught in my real estate firm, my real estate school and my real estate development firm and our sales have gone up over 50%. Larry is one of the best teachers I have ever met. Kind, intelligent, caring, giving, forward thinking, you name it, that is him.

We installed Ninja Selling at LC Home and LC Real Estate Group 5 years ago with dramatic results. Ninja Selling has eliminated ANY problems in the sales area of our company and improved relationships throughout the company and community. I have taught classes with Larry Kendall at Colorado State University and worked with him in his role as Chairman of The Group, Inc. : He is one of a kind and a true gem! In Ninja Selling Larry outlines the Ninja System that is easy to understand, use, and TSW ("this stuff works!"). Several advantages included in Ninja Selling are NEVER COLD CALL again; work with people who know you, like you, and trust you; and if you use the tools of Ninja Selling you will not only dramatically improve your business results, you will become a better person with improved personal and professional relationships ! I highly recommend Ninja Selling!

Being in sales for the majority of my career I do a lot of reading to master my profession. This has become my #1 book as far as professional selling is concerned. It set the bar up where it should be, with client and integrity, first and foremost. Thank you Larry Kendall.

Larry Kendall has written a very powerful training book for any real estate agent to understand and put into practice. Packed with dozens of gold nuggets to help guide you through a very profitable and satisfying career. Good Stuff.

Ninja Selling is THE definitive book on selling real estate, and its a must read for anyone in the industry: Realtor, lender, escrow or title representative, or attorney. Understanding how to best represent your client in a way that is honest, open and genuine while meeting the client's goals is most important, and Kendall captures it correctly. For real estate agents, this book is a step-by-step guide on how to run every aspect of your business.

To the point delivery of sales skills for today's market. The consumer today is highly educated this book addresseses the professional saleman's skills and it is in tune with what is needed for the 21st century.

I am five chapters in and it's hard to put down. I find the advice useful and the book is an easy read. Not just for someone in real estate or even in sales, but for anyone looking to be more successful and possibly get out of a rut. Good read!

This book immediately moved to the top on my 'favorite business books', bumping The Slight Edge down to number 2. I am not a realtor but the content is applicable easily across the board to anyone seeking to improve their sales approach and follow up. It will be easy to adapt his systems to create my own hot and warm lists and follow up call scripts. Thank you Larry Kendall for putting this together.

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